

Abstract (bachelor thesis *The Importance of the Magazine Pionýrské noviny in the Fifties of the Twentieth Century*)

The bachelor thesis concerns the magazine *Pionýrské noviny* (*Pioneer Journal*) that represented an important children's magazine in the former socialistic Czechoslovakia. The magazine was being published between during the period of the years 1951 to 1968. The thesis aims to outline the image of an ideological children's periodical in the fifties of the twentieth century on the example of the magazine *Pionýrské noviny*. The goal of the thesis consists also in clarifying the legacy and the function of this periodical, explanation of it's character and orientation of it's content. Further, the thesis tries to map the history of publishing of the magazine and to find out the position of the magazine *Pionýrské noviny* among the other children's and youth press published by The Czechoslovakian Youth Union – the publisher of the magazine. Part of the thesis is also dedicated to this significant mass organization and also to The Pioneer Organization for whose members the magazine was primarily designed. The thesis examines volumes of the magazine between the years 1951 to 1957. To make the paper complex, the thesis provides biographical profiles of the first three editors in chief (Alois Polednak, Oldrich Krystofek and Josef Masin) who worked in the editor's office of the magazine during the tracking period. The bachelor thesis aims to contribute to the historical media research of the periodicals published in the fifties of the twentieth century in the territory of fomer Czechoslovakia.